

ORDER



Orders
Order / Rev: 196062
Alt Order #: 06838437
Product Desc: TRUMAN PROJECT
Estimate:
Flight Dates: 08/05/12 - 08/05/12
Original Date / Rev: 08/03/12 / 08/03/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Luc Inc
Buying Contact:
Billing Contact:
 2008 Rosebriar Lane
 Fuquay Varina, NC 27526

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Truman Project
Demographic: A35+
Product Codes: PL2
Priority: P1
Revenue Codes: AGY, POL, POL-ISS

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN2865/SP5324/AL1078/MO964

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 07/30/12 | 08/05/12 | 4 | \$2,800.00 | \$2,380.00 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|----------|-------------------|-------------------|-------------|
| August 2012 | 4 | \$2,800.00 | \$2,380.00 | 0.00 |
| Totals | 4 | \$2,800.00 | \$2,380.00 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|--------------------|--------------|--------------|-------------------------------|---------|
| Petry Philadelphia | | | Start Of Order - End Of Order | 100% |

Order Share

| | Share | Total |
|--------|-------|------------|
| WVBT | 31% | \$2,800.00 |
| Market | 100% | \$9,032.26 |

Competitive Share

| | Share | Total |
|-------|-------|------------|
| CABLE | 0% | \$0.00 |
| NFLWS | 0% | \$0.00 |
| UNKWN | 1% | \$90.32 |
| WAVY | 0% | \$0.00 |
| WGNT | 0% | \$0.00 |
| WHRO | 0% | \$0.00 |
| WPEN | 0% | \$0.00 |
| WPXV | 0% | \$0.00 |
| WTKR | 30% | \$2,709.68 |
| WTVZ | 0% | \$0.00 |
| WVEC | 38% | \$3,432.26 |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----------------|------|-------------------|-----------------|------------------------------------|-------|----------------|-------------------|-----|-------|-------------|-----|---------------|------|-------|------------|
| E 1 | WVBT | 08/05/12 | 08/05/12 | FOX News Sunday Fox News Sunday | CM | 10-11a | -----S | :30 | 2 | \$200.00 | P1 | 0.00 | NM | 2 | \$400.00 |
| FOX NEWS SUNDAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | <u>Spots/Week</u> | | | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 07/30/12 | 08/05/12 | -----S | | | 2 | | | \$200.00 | | 0.00 | | | |
| E 2 | WVBT | 08/05/12 | 08/05/12 | Su 10-1044p Fox News @ 10 Sun | CM | 10-1045p | -----S | :30 | 2 | \$1,200.00 | P1 | 0.00 | NM | 2 | \$2,400.00 |

